



CALPEEK

CALIFORNIA POLITICAL WEEK

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CAMPAIGN 2002: CALIF. SUPREME COURT JUSTICES BAXTER, WERDEGAR AND MORENO FACE VOTERS.

Editor's note: Calif. Supreme Court Assoc. Justices Marvin Baxter, Kathryn Werdegart and Carlos R. Moreno will all face the voters for a reconfirmation vote this coming Nov. 5th. Here's our update & analysis...

...Once every 12 years justices of the Calif. Supreme Court must face voters for what's called a reconfirmation or retention vote. Those who cast ballots either vote to "confirm" or "reject" the jurists who are on the ballot. Baxter was appointed to Calif.'s high court in 1990 by his longtime friend, Gov. George Deukmejian. Werdegart was appointed to the high court in 1994 by her close friend (and law school classmate), Gov. Pete Wilson. If reconfirmed, both Baxter and Werdegart could serve until 2014...

...Moreno is the newest member of the Calif. Supreme Court. He was appointed by Gov. Gray Davis(D) on Oct. 18, 2001, to replace the late Justice Stanley Mosk, who died last year. Mosk was reconfirmed in 1998, thus his term runs to 2010. If Moreno is retained by voters, that will be when he's due to face voters once again...

...Moreno told Calpeek that he'll run just like Justice Mosk: no committee, no fundraising. He will file for reconfirmation on or about July 1st and plans to keep his retention election low-keyed. Ditto Justice Baxter. But Justice Werdegart has formed a retention committee chaired by Wilson and U.S. Sen. Dianne Feinstein. And she's hired Sacto-based Randal Communications to put together a "preparatory effort" just in case it is needed...

...Most Calif. Supreme Court retention elections are low-keyed affairs, but 1998 saw a rather noisy, but under funded effort by conservatives to dump Chief Justice Ronald George and Assoc. Justice Ming Chen. Both justices had voted to overturn Calif.'s parental consent law (on abortion for minors). The group which led the attack was called Citizens for Judicial Integrity. Although it's still very early, Calpeek sources have *not* heard of any organized effort to oppose any of the three Calif. Supreme Court

associate justices this November...

...Although there was lots of rumbling by the *right*, both George and Chen were reconfirmed: 75.3% for George and 69.1% for Chen. Mosk got 70.4% and Justice Janice Brown received a 75.6% reconfirmation vote. Stay tuned...

CALPEEK TAKES WEEK OFF FOR VACATION BREAK

A little vacation/R&R break for **CALPEEK** the week of July 1st. We'll be back at work on Monday, July 8th. Our next issue (#26) will be dated July 15th. Here's wishing all subscribers a very safe July 4th...

CAMPAIGN 2002: SIMON & DAVIS IN ATTACK MODE. NEGATIVE TV ADS, FAX ATTACKS COMMON PLACE.

Editor's note: If Calif. voters think the level of negative campaigning in this governor's contest between incumbent Gov. Gray Davis(D) and GOPer Bill Simon Jr. is heavy, they really have no idea because they're only seeing the tip of the iceberg. Here's our analysis & commentary...

...It's the tv ads, especially the negative ads, which tend to grab headlines. Team Davis has been on the air since June 5th and will stay with this 1st flight of ads until at least June 30th. Cost is estimated to be **\$5 million** - with buys in L.A. (including a heavy cable buy), the Central Valley and Sacramento. Davis' first ad was positive, but #2 went negative with the S&L hit aimed at Simon, followed by #3 which hits Simon on the S&L failure + Hanover Compressor/Enron links and the pay-to-play New Jersey controversy. Objective: tell voters that's Simon's claim he is a successful businessman is **not** accurate...

...Has Davis' negative tv hits been effective? Given the size of Davis' buy and the fact that until June 20th Simon did not respond to Davis (he did some Spanish language tv ads prior to 6/20), sources believe Davis' has wounded the L.A. businessman. One private Demo poll taken just after Davis' #2 ad (S&L hit) showed Davis leading Simon by 8 points: 46% to 38%. Davis' own polling (prior to the tv campaign) showed the governor ahead by a slim 2-3 point margin...

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... Simon now has 4-5 negative tv hits going against Davis, but *Team Davis* suspects that the buy is rather small compared to their buy – perhaps \$540,000 from June 20-30. Both sides have the ability to check with the tv stations, so this isn't top secret info...

... Of the ads Simon has aired thus far, they've hit Davis about the \$24 billion budget deficit, poor school tests, high energy bills and the governor's constant fundraising. There is some truth to all these ads. The weakest ad is the one with Simon himself saying Davis is smearing him. As one Demo consultant (not connected to the Davis campaign) told Calpeek, "It's his *stop picking on me* ad. It's not a very good response to the ads Davis has been running. And Simon comes across as too soft spoken – like *whispering Willie*."...

... While it's the tv ads which tend to grab the headlines, political reporters are also being bombarded with 2-3 attack faxes daily from each side. And lately, stories appearing in many of Calif.'s key daily newspapers are being faxed to political reporters on an FYI basis. The Davis campaign is especially good at this tactic...

... Because Simon still refuses to release his tax returns (Davis' *Budget Watch* fax says as of 6/25/02 it's been 72 days since Simon refused to release his returns) reporters have been digging into Simon's businesses. The most hard hitting expose was released June 23rd by AP reporters Erica Werner and Michael Liedtke. "A less glowing portrait emerges from a review of public documents and interviews with executives familiar with Simon's business, Wm. E. Simon & Son." The most damaging quote re: Simon's a successful businessman, comes from a Wayne Wilkinson, who sold an employment agency to Simon & Sons in 1997 for \$19 million. Quoting from the AP story: *Simon and his subordinates "may be world-class financiers, but when it comes to actually running a company, they are idiots."* Think that quote will make its way into a negative tv ads by *Team Davis*? Bet your first born. As far as Davis' team can tell, this AP story ran only in the Oakland Tribune and Orange Co. Register, but its value is in the distribution to political reporters, who will use it to follow up even more. Not good news for Bill Simon Jr. Stay tuned...

THE PRICE OF CALPEEK WILL GO UP NEXT YEAR

It should not come as any surprise with the cost of 1st class postage going up from 34 cents to 37 cents on June 30th. Calpeek will raise its base price of \$90 in 2003. We've been through at least 6 postage rate hikes without increasing our base price. We'll probably raise the price by \$5. Stay tuned.

CAMPAIGN 2002: RICHMAN DECLARES FOR VALLEY MAYOR. SEN. ALARCON LEANING TOWARD A RUN.

Editor's note: Lots of news to report about the upcoming secession vote in L.A. City. And we've got some new polling data to pass along. Here's our update & analysis...

... Polling data first. This independent poll was done by Fairbank, Maslin, Maullin – June 2-8 among 502 likely L.A. City voters (citywide). This poll included some of the fiscal impact data which the San Fernando Valley must pay to L.A. City if the secession is approved. Ditto Hollywood). The survey shows **31% YES** (for secession) vs. **49% opposed**, with **20% undecided**. FMM also polled on the question of Hollywood: **25%** in favor of secession vs. **55% opposed**, with **19% undecided**. The big question: will the fiscal impact data on secession be part of the official title & summary which appears on the ballot???

... Now to the battle for Mayor of the San Fernando Valley. Assemblyman Keith Richman (R-Granada Hills) has formally announced his intension to run. Richman is firmly behind the Valley secession movement and equates the current battle to the American patriots who fought for independences from the British...

... Richman is a first term moderate GOPer (he's pro-choice) who has *deep pockets*. And he may need those deep pockets because he's not well known outside his 38th AD. Richman will actually be on the ballot twice: for S.F. Valley mayor and for reelection to his 38th AD, where he faces Demo Paula Calderon of Saugus. Richman is the only GOPer to represent any part of L.A. City. Richman has hired consultant Mitchell Englander (Issues Strategies) and CommandFocus (read that as consultant Dan Schnur) as his consultants. Sabina Pellisier is Richman's fundraiser...

... Now to Alarcon. Here is a guy who is caught between his desire to be mayor and his close allies in organized labor who are pressuring him NOT to run. Alarcon has not taken a position on secession. He's met with L.A. labor leaders, but they have not been successful thus far in talking him out of running. More meetings are planned. Alarcon has until Aug. 15th to file. But without labor's support, many sources think Alarcon would have a tough time winning the mayor's job despite the fact that he has better name ID than Richman and might have a solid Latino voting base. Like Richman, Alarcon will be on the ballot twice *if* he runs for mayor. In his reelection to the 20th SD, Alarcon has a free ride...

... FYI: *The San Fernando Valley Independence Cmt.* has begun their fundraising effort with a letter mailed to 25,000

Valley donors/activists. Signing the letter were SFVIC chair Richard Katz; SFVIC co-chair Laurette Healey (she ran for L.A. City Controller last year); L.A. Co. Sup. Mike Antonovich; former ARCO chair Lod Cook; Economic Alliance chair David Fleming; S.F. Valley United Chambers of Commerce chair Bill Powers; Valley Vote chair Jeff Brain; and Lupe Anguiano, vp of Diversity, Assn. of Fundraising Professionals. Heading the overall SFVIC fundraising effort will be savvy campaign fundraiser Anne Dunsmore of *Capital Campaigns*. Stay tuned...

PART 6 – ENERGY & POLITICS: OFFSHORE DRILLING.

Editor's note: Last week Calpeek noted that the Bush White House agreed to buy back a number of federal oil/gas leases off Florida's coast. That in turn set off a dustup as to why some 36 federal leases off Calif.'s coastline were left of the buy back list. It's all about *Energy & Politics*. Here's our analysis & commentary...

...The current battle over these 36 Calif. offshore oil leases didn't start out as Calif. Gov. Gray Davis(D) vs. the Bush White House. The controversy began in 2000 when Davis (State of Calif.) sued the Clinton Admin. over its decision to extend the 36 leases in federal waters and to cut Calif. out of the process. Calif. didn't like that decision, sued in a U.S. District Court and won. Had Calif. lost, it's possible that drilling could begin. The current battle between Davis and the Bush White House deals with Davis' efforts to get the White House to drop their appeal of the lawsuit which Calif. won. Enter GOP gubernatorial candidate Bill Simon Jr., looking for a way to make some positive ink on this issue...

...On June 19th, Interior Sec. Gale Norton praised Simon for his efforts "to seek a cooperative agreement between the State and federal government..." In her letter to Simon, Norton said the Bush Admin. had contacted Calif. last Oct. 19th in an attempt to resolve these issues, but Gov. Gray Davis "rejected this approach and chose, instead, the path of continued litigation." The Norton letter was obviously political and aimed at helping Simon...

...What was the Federal deal to Calif.? In a June 21st letter to Simon, Gov. Davis said he rejected the Interior Dept.'s compromise because the proposal was to buy back only 13 or 36 leases – if Calif. would allow drilling on the other 23. Davis is opposed to any new drilling on these 36 leases and wants Simon to get the Bush White House to withdraw their appeal of Calif.'s legal victory at the trial court level. Simon thinks the original lawsuit "simply deals with a procedural issue." That's his opinion, but most say without this legal action, it's possible the Feds could have given the OK for more drilling along Calif.'s coast...

...Simon's trying to position himself to the left of Davis on this drilling brouhaha. For example, Simon says he's opposed to all drilling, whether it's on State or Federal oil leases. While in Ventura Co., Simon said he was opposed to more drilling on Rincon Island on the county's north coast. It's an artificial island that houses wells that drill for oil. According to the *Ventura County Star's* Timm Herdt, the Rincon Island Lmt. Partnership wants to drill 21 new wells and redrill 15 existing ones. Simon said he would deny them permission. Problem is that the State Lands Commission can't deny them permission unless there's a valid reason. The State could be sued for tons of money if it approved Simon's idea. Instead, the Land Commissioners voted to do an EIR. If the EIR turns up something negative, then the commission would be within the law by denying permission to drill more wells...

...Does Simon have credibility on offshore drilling? Not really and he certainly doesn't have a history of opposing offshore drilling like Davis. Remember Prop. "O" on the L.A. City ballot in 1988? Davis pumped in \$1 million to fight Occidental Petroleum's plan for drilling along the bluffs of the Pacific Palisades. During the primary Simon described himself as an "*oil and gas man from way back*." That really says it all. Stay tuned...

CAMPAIGN 2003: FILING ACTIVITY FOR L.A. CITY COUNCIL ELECTIONS NEXT YEAR PICKS UP STEAM.

Editor's note: Even though the news media is focused on the San Fernando Valley and Hollywood secession movements, there is an election for L.A. City Council in 2003. A number of well known individuals have filed the paperwork so that they can raise money. Here's our update...

...All of the even numbered districts are up next year. Most of the activity has been concentrated in the 6th, 8th, 10th, 12th and 14th districts. There's very little if any activity in the 2nd District of Councilwoman Wendy Greuel or in 4th District of Councilman Tom LaBonge. That's because these two are fairly new in the jobs, having won special elections not that long ago...

☒ 6th District – Now that reapportionment has been approved, this seat which is still represented by *termed out* Councilwoman Ruth Galanter has been moved to the S.F. Valley from its West L.A. roots. Michael Bonin, who is on Galanter's staff has filed here. So has Assemblyman Tony Cardenas. Others who have filed paperwork are Sheila Bernard and Jose Bonilla...

☒ 8th District – There's no one in this field of seven candidates who can defeat former L.A. Police Chief Bernard

Parks. But others who have signed up include Robert Cole; Sherri Franklin; Kevin Melton; Karen Bass; Ernest Hamilton Jr.; Sandra Nobel; and Sylvia Hawkins...

☒ 10th District – With Parks filing in the 8th CD, sources say Assemblyman Rod Wright(D-L.A.) might move into this CD currently represented by termed out Nate Holden. Holden's candidate in this contest is Deron Williams. Also running is Franklyn Rodgers; Madison Shockley II, who ran against Holden once before; Mervin Evans; and Reggie Jones-Sawyer, secretary of the Calif. Democratic Party. Jones-Sawyer also has the endorsement of SEIU Local #347 – the big L.A. City union. And sources say that former L.A. Co. COPE political director Martin Ludlow is looking seriously at this seat. Also rumored to be looking is former Assemblywoman Gwen Moore(D-L.A.)...

☒ 12th District – This is the Valley seat of termed out Councilman Hal Bernson. Bernson's COS Greig Smith is in the race, as is attorney Robert Vinson. Also filing here is Marvin Barsky, Ken Aslan and former Assemblywoman Paula Boland. Actually Boland is a secession supporter and has also signed up to run in the Valley – thus she's covered her bases...

☒ 14th District – This is where there's a ton of action and incumbent Councilman Nick Pacheco is under siege from a number of well known challengers including former Olympic Gold medal boxer Paul Gonzalez. And then there's Alvin Parra, who ran for council once before and now works for L.A. Co. Sup. Gloria Molina. Also filing paperwork is William Morrison. But the best known candidate, were he to enter, is former Assembly Speaker Antonio Villaraigosa. He has a score to settle with Pacheco and sources are pretty sure Gonzalez and Parra would drop out if Villaraigosa were to run. Interesting. Stay tuned...

DOG DAYS OF SUMMER: POLITICAL SHORT TAKES.

Editor's note: Here are a few items, political & otherwise, worth noting...

■ ***Simon Adds to Campaign Team*** – In yet another round of additions, GOP gubernatorial candidate Bill Simon Jr. has replaced daily cmp. manager Ron Rogers with John Peschong, the respected RNC West Coast operative who was executive director of the CA Republican Party under John Herrington, now chairing the Simon campaign. Rogers will remain as a sr. advisor. Also added to *Team Simon* are Ed Rollins (close to Simon media consultant Sal Russo) and Lyn Nofziger. Both will be sr. advisors. And Mark Miner is the new press secretary (he was communications director for the RNC). So what's happened to Sean

Welsh, Jeff Flint and Rob Lapsley??? Sources say they are still with the Simon campaign as sr. advisors. Sounds like *Team Simon* is loaded with sr. advisors...

■ ***L.A. Secession Debates*** – Here's a great one-liner from a recent debate between the pro and anti secession sides. According to L.A. political consultant Steve Afriat, who was debating against secession, the main arguments being raised by secession advocates as to why a divorce is a good thing rests on only two arguments: 1) L.A. is bad; and 2) smaller is better. Afriat's response: "Which do you prefer: South Gate or Compton???"...

CALPEEK'S NEW JOBS AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● A sad note: popular 3-term Kern Co. Sup. Ken Peterson, 52, died June 23rd of a heart attack. R.I.P...

● It's official: Diane F. Boyer-Vine has been named Legislative Counsel. She replaces longtime counsel Bion Gregory, who retired in January. She was the chief deputy to Gregory...

● Gov. Davis has named UFCW political affairs director John Perez, senior Davis advisor Michael Bustamante and Davis policy director Tal Finney to the Voting Modernization Board – created by Prop. 41...

CALPEEK'S MARKETPLACE NETWORK

● **National Democratic** polling firm currently seeking research analyst and intern for San Diego office. Analyst requires political polling experience, excellent writing skills. SPSS and campaign experience a plus. Salary dependent upon experience. Send resume and letter to Heidi@Decisionr.com, fax (619)702-0075.

● **L.A. based PA firm** Cerrell Associates has an opening for an account executive. Qualified candidates must possess excellent writing skills plus an understanding of politics. Also seeking to fill Admin. Asst. position. Forward resume and a detailed cover letter to Steve Bullock steve@cerrell.com or by FAX at (213)466-8653.

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